Revival of Tourism Industry

1753. SHRI S.S. CHANDRAN:
SHRI R. KAMARAJ:

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are aware that the Tourism Industry in our country has been very much affected in the recent days;

(b) if so, what are the details of remedies proposed by Government for revival of tourism of our country; and

(c) the details of funds earmarked for this purpose?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) Yes, Sir.

(b) Various steps taken by the Government to boost tourism and attract foreign tourists to India include development and improvement of tourist facilities, publicity and marketing efforts in the foreign countries through overseas tourist offices, strengthening institutions of human resources development, use of Information Technology and encouraging private investment in tourist sector including hotels. Efforts have also been made to send appropriate signals to countries all over the world that India is a safe destination. Department of Tourism had set up a Special Tourism Task Force with the objective of involving all segments of travel and tourism industry to join hands for aggressive promotion and marketing of tourism to India and improve the tourist arrival in the country.

(c) The proposed plan outlay for the year 2002-2003 has increased to Rs. 225 crores. These funds will be spent for creating tourist infrastructure, training tourist information and publicity and special emphasis will be given to overseas marketing and publicity to get maximum benefit of tourist arrivals to India.